

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An addressable display useable as a label for recording media, comprising:

a bistable display device usable as the label, the label including:

an energy source that generates an operating signal;

an embedded optical data link for bi-directional communication with a recording/play device; and

a microcontroller that receives the operating signal generated by the energy source and a signal from the optical data link and provides a control signal to the bistable display device so that an image is generated on the label of the recording media, wherein the label is automatically updated by the recording/play device.

2. (Currently Amended) The addressable display according to claim 1, wherein the bistable display comprises at least one ~~of~~of a ~~transduer~~transducer and an electric paper.

3. (Currently Amended) The addressable display according to claim 2, wherein the bistable display device further comprises a gyron display.

4. (Currently Amended) The addressable display according to claim 1, wherein the power source is at least one ~~of~~of a thin film ~~battery~~battery and an ambient energy source.

5. (Currently Amended) The addressable display according to claim 4, wherein the ambient energy source-~~e~~onverter is a photoelectric cell.

6. (Currently Amended) The addressable display according to claim 1, wherein the bistable display detects at least one ~~of~~of a write-to ~~funetion~~function and a read-from function.

7. (Currently Amended) The addressable display according to claim 1, wherein the bistable display retrieves at least one of: format and access authorization, and serialization ~~information-information~~, through the optical data link.

8. (Original) The addressable display according to claim 1, wherein the bistable display evaluates at least one of: content transfer, expiration date, capacity remaining in the media, errors in the media, and location of the errors in the media.

9. (Previously Presented) A user configurable bistable display useable as a label for recording media, comprising:

a bistable display device usable as the label, the label including:

a power source that generates an operating signal;

an embedded optical data link for bi-directional communication with a recording/display device;

a controller that receives the operating signal from the power source and a signal from the data link and generates a control signal; and

user configurable pattern electrodes affixed to a portion of the bistable display, the pattern electrodes receiving the control signal from the controller and applying an electric field across the user selected portions of the display device.

10. (Currently Amended) A method of displaying images usable as a label on recording media, comprising:

displaying a first image on a bistable display device usable as the label, the first image including a first region displayed with a first optical characteristic which is different than a second region displayed with a second optical characteristic;

receiving a display control signal produced by a circuit, the ~~circuit being~~ powered by a power source and communicating with an optical data link; and

displaying a second image on the bistable display device in response to the control signal, the second image including the first and second regions, the first region being displayed in a third optical characteristic other than the first optical characteristic and the second region being displayed in a fourth optical characteristic other than the second optical characteristic.

11. (Currently Amended) The addressable display according to method of claim 10, wherein the bistable display comprises at least one ~~of~~of a transducer, transducer and an electric paper.

12. (Currently Amended) The addressable display according to method of claim 11, wherein the bistable display device further comprises a gyron display.

13. (Currently Amended) The addressable display according to method of claim 10, wherein the power source is at least one ~~of~~of a thin film battery, battery and an ambient energy source.

14. (Currently Amended) The addressable display according to method of claim 13, wherein the ambient energy source ~~converter~~ is a photoelectric cell.

15. (Currently Amended) The addressable display according to method of claim 10, ~~wherein the bistable display detects~~further comprising detecting at least one ~~of~~of a write-to function, function and a read-from function.

16. (Currently Amended) The addressable display according to method of claim 10, ~~wherein the bistable display retrieves~~further comprising retrieving at least one ~~of~~of format and access authorization, and serialization ~~information~~information, through the optical data link.

17. (Currently Amended) The addressable display according to method of claim 10, ~~wherein the bistable display evaluates~~further comprising evaluating at least one ~~of~~of:

of content transfer, expiration date, capacity remaining in the media, errors in the media, and location of the errors in the media.

18. (Currently Amended) A method of creating a display usable as a label on recording media, the method being suitable for execution proximate to a location where the display is to be deployed, the method comprising:

configuring a set of electrodes in a pattern corresponding to an image to be displayed as the label;

affixing the set of electrodes to a bistable, electrically activatable display device; and

operatively coupling the display device with the electrodes thus-affixed to a power source, an optical data link and a controller, the controller being capable of generating a control signal for-based on at least one of data embedded in the controller and data received via the optical data link, the display device using the power source.